



COOPERATIVE EDUCATION REPORT

Intern Report at Prestige Education (Thailand) Co., Ltd.

Written by

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This report is submitted in partial fulfillment of the requirements of Co-operative education. Faculty of Business Administration, Academic Semester 2/2024

Siam University

Title: Intern Report at Prestige Education (Thailand) Co., Ltd.

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Semester/Academic Year: 2/2024

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2024.

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Abstract

This report documents the co-op internship completed by me, Samragyee Rijal at Prestige Education Co. Ltd. (Thailand). This process involved the transition of my theoretical teachings from BBA Marketing to real-life solutions as a marketing intern. My key focuses were on social media management and content development, which included planning campaigns, analyzing engagement metrics, and increasing brand visibility. This report uses the Porter's Five Forces method to strategically evaluate my organization's competitive reach, integrated services, and individualized personal service. I have recognized a few issues, including communication barriers, scarcity of resources, etc. I have also proposed a few solutions to efficiently and effectively mitigate the noticed concerns. This internship has served as a brilliant opportunity to enhance existing and discover numerous marketing skills. It has perfectly demonstrated the process of fulfilling audience demands and the necessity of experiential learning in professional learning. This experience has shaped my technical and interpersonal skills as a marketing professional by

smoothly illustrating how academic frameworks transform into effective commercial operations.

Keywords: Content Creation, Social Media Strategy, Study Abroad, Virtual Collaboration



Acknowledgement

I would like to express my sincere gratitude to Kathmandu College of Management and Siam University for providing me with the opportunity to complete my cooperative education. This internship has been a valuable learning experience and has helped me grow both personally and professionally.

I am especially thankful to my work supervisor, Miss Nannapat Sornkhao, for her continuous support, guidance, and encouragement throughout my time at Prestige Education (Thailand) Co., Ltd. Her feedback and assistance played a key role in shaping my experience.

I would also like to thank my college supervisor, Mr. Bikash Dahal and Mr. Sajag Rana for their kind support, suggestions, and helpful advice while preparing this report.

Lastly, I want to thank the team at Prestige Education for making me feel welcome and allowing me to be a part of their work. I am truly grateful for everything I have learned during this internship.

Sincerely,

Samragyee Rijal

Student ID: 6408040049

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List of Abbreviations

SEO – Search Engine Optimization
SMM – Social Media Marketing
IG – Instagram
FB – Facebook
KPI – Key Performance Indicator
CV – Curriculum Vitae
DM – Direct Message
PDF – Portable Document Format
SME – Small and Medium Enterprise
TAT – Tourism Authority of Thailand
SU – Siam University
USD – United States Dollar
QR – Quick Response (Code)
HR – Human Resources
CRM – Customer Relationship Management
UNESCO – United Nations Educational, Scientific and Cultural Organization

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Chapter 1: Introduction

1. Company Profile

Prestige Education (Thailand) Co., Ltd. is an education consultancy based in Thailand, dedicated to assisting international students in securing academic opportunities in Thailand while also helping Thai students pursue education abroad. The company provides a range of services, including university admissions, visa guidance, scholarship assistance, and career counseling. Additionally, Prestige Education operates a small tutoring school, offering academic support to students, and a student accommodation service that helps international students find suitable housing.

With a strong presence in the Southeast Asian education sector, Prestige Education has established partnerships with universities, colleges, and schools in countries like Nepal, India, Myanmar, Laos, and Thailand. The company aims to streamline the admission process for students, ensuring they receive comprehensive support in their journey to higher education. Through its consultancy services, Prestige Education is committed to bridging the gap between students and academic institutions, enabling seamless transitions into global education.



Figure 1: Logo of Prestige Education (Thailand) Co. Ltd

1.1 Mission of the Company

The mission of Prestige Education is to become a trusted educational partner for students seeking to study abroad or within Thailand. The company strives to provide comprehensive educational support, from admissions counseling to accommodation assistance, ensuring a smooth and hassle-free experience for students.

1.2 Vision of the Company

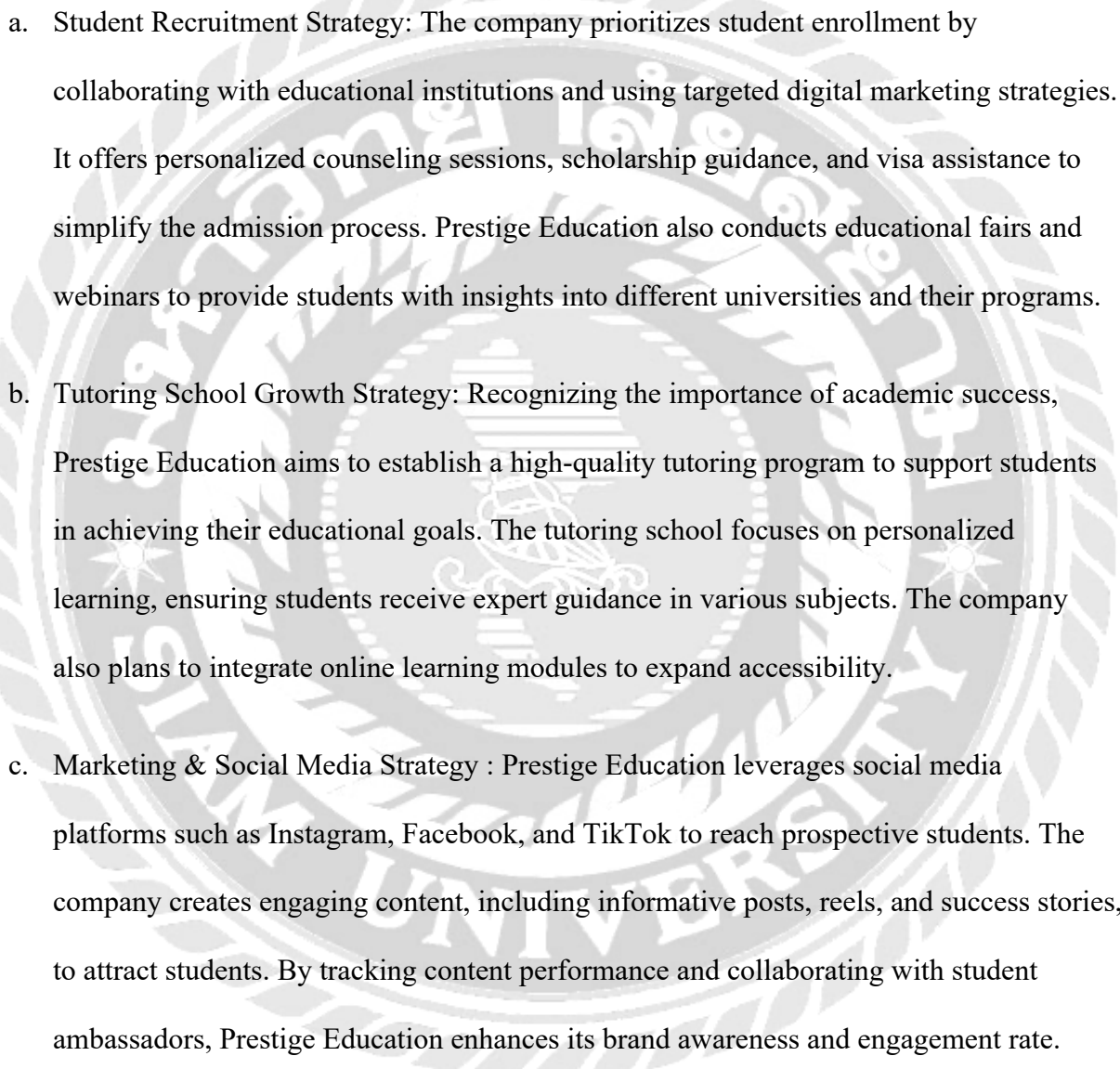
Prestige Education envisions becoming one of the leading student support and consultancy firms in Southeast Asia, offering a one-stop solution for students seeking higher education opportunities. The company aims to make international education more accessible by providing guidance, resources, and financial aid opportunities through scholarship programs.

The vision of Prestige Education focuses on:

- To enhance global student mobility by simplifying the study abroad process.
- To expand institutional collaborations to increase academic and career opportunities.
- To create a strong online presence to reach a larger audience of prospective students.
- To develop a robust support system for students through tutoring services and real estate assistance.

1.3. Strategies of the Company

To achieve its mission and vision, Prestige Education implements a structured growth strategy focused on student recruitment, tutoring services, marketing, and student accommodation.

- 
- A large, faint watermark of a university seal is centered in the background of the page. The seal is circular with a double border. The outer border contains the text 'UNIVERSITY OF' at the top and 'SCHOOL OF' at the bottom. The inner circle features a central emblem, possibly a crest or a building, surrounded by text in a circular arrangement.
- a. **Student Recruitment Strategy:** The company prioritizes student enrollment by collaborating with educational institutions and using targeted digital marketing strategies. It offers personalized counseling sessions, scholarship guidance, and visa assistance to simplify the admission process. Prestige Education also conducts educational fairs and webinars to provide students with insights into different universities and their programs.
 - b. **Tutoring School Growth Strategy:** Recognizing the importance of academic success, Prestige Education aims to establish a high-quality tutoring program to support students in achieving their educational goals. The tutoring school focuses on personalized learning, ensuring students receive expert guidance in various subjects. The company also plans to integrate online learning modules to expand accessibility.
 - c. **Marketing & Social Media Strategy :** Prestige Education leverages social media platforms such as Instagram, Facebook, and TikTok to reach prospective students. The company creates engaging content, including informative posts, reels, and success stories, to attract students. By tracking content performance and collaborating with student ambassadors, Prestige Education enhances its brand awareness and engagement rate.
 - d. **Student Accommodation & Real Estate Strategy:** To support international students, Prestige Education offers student-friendly accommodation services, ensuring they find safe and affordable housing. The company collaborates with condo owners and real estate

agencies to provide a variety of housing options. A dedicated team assists students with rental procedures, making the transition to living abroad easier.

Through these strategies, Prestige Education aims to create an efficient and student-centered approach, making higher education opportunities more accessible, transparent, and hassle-free.



Organizational Structure

The organizational structure of Prestige Education (Thailand) Co., Ltd. follows a hierarchical structure with a collaborative workflow, ensuring efficient communication and coordination among team members.

2.1 Diagram of the Organizational Structure

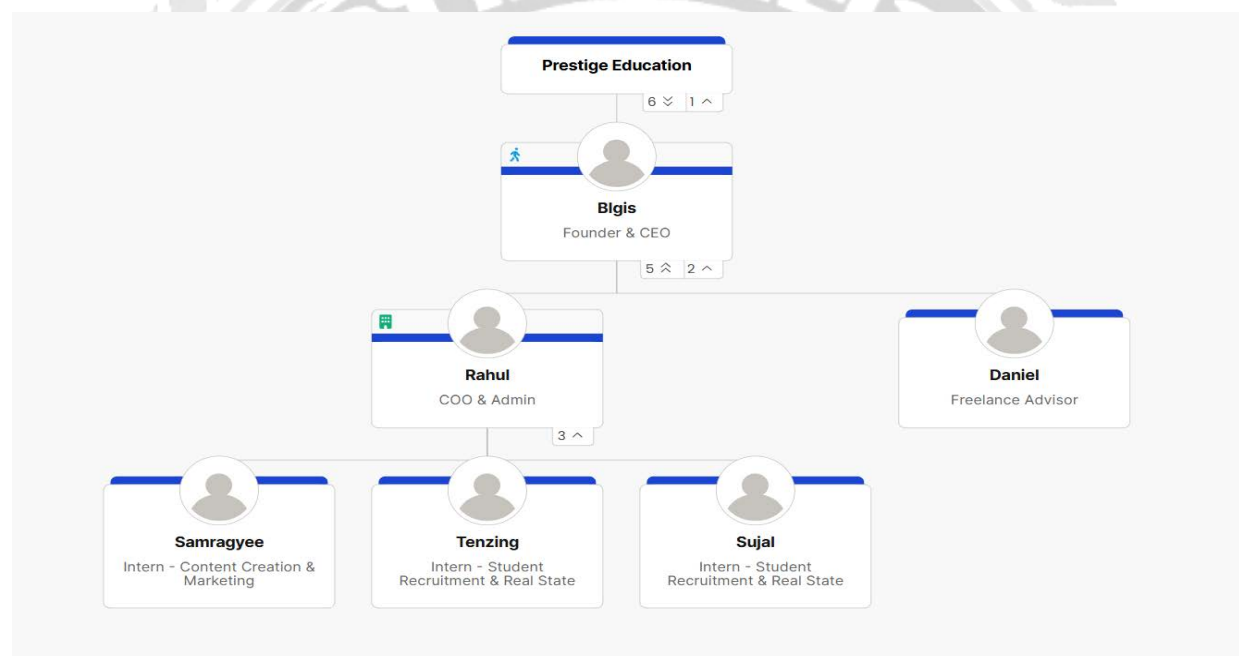


Figure 2: Diagram of the Organizational Structure of Prestige Education

- Blgis (Founder & CEO) – Oversees company strategy, business development, and content direction.
- Rahul (COO, Admin & Assistance) – Manages daily operations, designs marketing materials, handles page queries, and ad tracking.
- Daniel (Freelance Advisor) – Provides strategic consultation when required.

- Tenzing (Intern – Student Recruitment & Real Estate) – Assists with course design, recruitment, and student housing services.
- Samragyee (Intern – Content Creator & Marketing) – Responsible for content creation, social media management, and marketing campaigns.
- Sujal (Intern – Student Recruitment & Real Estate) – Assists with course design, recruitment, and student housing services.

2.2 Job Position

I worked as a Content Creator & Social Media Manager during my co-op internship. My primary responsibilities involved developing engaging content tailored for social media platforms such as Instagram, TikTok, and Facebook. I was responsible for designing posts, reels, and other marketing materials using Canva, ensuring they aligned with the company's brand identity and messaging. In addition to content creation, I regularly monitored the performance of our posts by tracking engagement metrics like reach, likes, and shares. This helped guide future content planning. I also supported the company's branding and promotional campaigns by creating visuals and captions that highlighted study opportunities and services. Furthermore, my work contributed to student recruitment by promoting educational programs and helping build an active online presence to attract and inform prospective students.

2.3 Job Position in the Company's Organizational Structure

As a Content Creator & Social Media Manager, my role was directly linked to the marketing and branding department. My contributions were essential in building brand awareness, attracting prospective students, and maintaining an active social media presence. I worked closely with the COO, Rahul, to align content strategies with the company's student recruitment and marketing objectives.

By collaborating with the CEO and student recruitment team, I ensured that marketing campaigns were aligned with the company's vision of expanding student outreach. My work in social media engagement, design, and video content helped increase audience interaction and brand credibility.

3. Intention and Motivation to Choose This Company as Your CO-OP Studies Workplace

I chose Prestige Education (Thailand) Co., Ltd. as my co-op internship workplace because it aligned with my academic background in marketing and my interest in digital content creation. This company offered an opportunity to gain practical experience in the education consultancy industry, focusing on student recruitment, branding, and promotional strategies.

Additionally, the company's expansion into multiple services, including real estate and tutoring, provided a dynamic work environment where I could apply my marketing skills in diverse areas. The hands-on experience in social media management, digital marketing, and audience engagement helped me develop skills that are crucial for modern marketing professionals.

I was also motivated by the opportunity to work in an international team and understand the challenges of education consultancy in a global market. My goal was to enhance my strategic thinking, content planning, and creative marketing abilities while contributing to a growing company.

4. Strategic Analysis of the Company

4.1 Using Porter's Five Forces

a) **Competitive Rivalry**

Prestige Education operates in a highly competitive market, especially in the field of education consultancy. There are numerous other firms offering services like student counseling, application processing, visa assistance, and university placements. However, what sets Prestige apart is its personalized support system, its presence in both Thailand and Nepal, and its additional services like student accommodation and a tutoring school. The competition is intense, but Prestige's ability to build real relationships with students, follow up regularly, and provide complete packages (from application to housing) gives it a strong competitive edge.

b) **Threat of New Entrants**

It's relatively easy for new players to enter this industry since starting a consultancy doesn't require heavy capital investment. However, it takes time to build trust, university relationships, and a student network, which Prestige has already established. A new firm might enter the market with appealing branding, but Prestige's reputation, student success stories, and responsive team make it harder for new entrants to directly compete with the level of service and student satisfaction it provides.

c) Bargaining Power of Suppliers

In Prestige's case, suppliers include universities, colleges, language training providers, and property owners for student housing. These entities have moderate bargaining power, but they also rely on Prestige for student recruitment, marketing, and communication support. Since Prestige acts as a bridge between students and institutions, the relationship is symbiotic. As the consultancy expands its partnerships, it may gain even more negotiating power by bringing a consistent volume of students to partner institutions.

d) Bargaining Power of Buyers (Students)

Students today are smart, well-informed, and have many resources at their disposal. They have high bargaining power because they can compare different agencies, consult with friends, or even apply directly to universities online. Prestige deals with this by offering genuine, friendly, and informative guidance, making students feel heard and supported. The consultancy builds relationships, not just transactions, and this level of attention keeps students engaged and loyal even referring friends and family.

e) Threat of Substitutes

With the internet filled with YouTube tutorials, visa blogs, and direct application tools, there are definitely substitutes to what Prestige offers. However, most of these resources lack personalization, follow-up support, and real-time guidance, especially in languages that students are comfortable with. Prestige fills this gap by offering human-centered services and making the

entire process less overwhelming for students who are new to studying abroad or even moving to a new city.

4.2 Using SWOT Analysis

During my internship at Prestige Education (Thailand) Co., Ltd., I was able to observe the company's strengths, weaknesses, potential opportunities, and challenges. Based on my experience and understanding, here is a strategic analysis of the company using the SWOT framework:

Strengths

The strength of this company are given as below:

- **Personalized Student Support:** One of the biggest strengths of Prestige Education is its personalized and student-centered approach. The team works closely with each student, offering guidance on university selection, visa processes, accommodation, and more.
- **Multiservice Offering:** In addition to educational consultancy, the company also provides student accommodation services and operates a tutoring school, which adds more value to its offerings.
- **Dedicated and Flexible Team:** Despite being a small team, the members are highly committed and flexible. Everyone multitasks and supports one another, especially in content creation and student handling.
- **Strong Online Presence:** Prestige Education actively uses platforms like Instagram, TikTok, and Facebook to reach its target audience. This helps them stay connected with students, build trust, and increase engagement.

- International Reach: The company serves students from Nepal, India, Myanmar, Laos, and Thailand, giving it a diverse and growing market base.

Weaknesses

The weaknesses are followed by:

- Limited Original Content Production: Due to resource constraints and remote working challenges, the company often relies on stock footage or existing materials instead of capturing original student content.
- Small Team with Heavy Workload: The company is heavily reliant on a few core people, which can lead to burnout or delays in response time and feedback, especially when managing multiple campaigns at once.
- No Formal Workflow Tools: Most content planning and task tracking are done manually using spreadsheets. There is no dedicated content management or project tracking tool in place, which sometimes affects efficiency.
- Inconsistent Branding: Because multiple people are involved in content creation, there are occasional inconsistencies in the visual style or tone of posts, which can affect the overall brand image.

Opportunities

The opportunities for Prestige Education are:

- Growing Interest in Studying Abroad: The demand for studying in countries like Thailand, Australia, and Canada is rising, especially in countries like Nepal and Myanmar. Prestige can tap into this by strengthening marketing and recruitment efforts.
- Expanding the Tutoring Program: The company can grow its tutoring service further by offering online classes and targeting students preparing for international programs.
- Collaborations with Influencers or Ambassadors: Partnering with student influencers or creating ambassador programs can help Prestige reach a wider audience and build more trust among students.
- Use of Digital Tools: Adopting simple platforms like Trello, Notion, or Later for scheduling and project management can improve internal workflow and help the team manage tasks more efficiently.

Threats

The threats are given as below:

- High Competition: There are many education consultancies in both Nepal and Thailand offering similar services. Larger agencies with more resources and recognition can be tough competitors.
- Changes in Visa or Admission Policies: Any changes in visa rules, university admission criteria, or government regulations could directly impact student recruitment.

- Over-Reliance on Interns: While interns bring fresh ideas, relying too much on them for core operations like content planning and social media may lead to inconsistency once the internship period ends.
- Substitutes in the Market: Students now have access to many free resources online, such as YouTube videos, direct university websites, and forums, which can sometimes reduce the need for consultancy services.

5. Objectives of This Co-operative Study

The main objective of my co-op study at Prestige Education was to bridge the gap between theory and real-life work experience. I wanted to apply what I had learned in marketing — things like audience targeting, content creation, branding, and communication — in a setting where my work would have real impact. This internship was not just about completing tasks; it was about understanding the role of digital content in influencing decisions, building a student-centered brand, and navigating the marketing challenges of an education consultancy.

Through this co-op, I was able to explore my strengths in content creation, improve my design and writing skills, and learn how to work remotely with a multicultural team. I developed a deeper understanding of how content drives engagement, how marketing plans are aligned with business goals, and how important it is to adapt strategies based on performance and feedback.

This report serves not only as a reflection of what I've done but also as a personal record of growth. From learning to manage time independently to handling real responsibilities and contributing to meaningful projects — this internship has helped me become more confident, creative, and career-ready.

5.1. Significance of the Report

This report holds great significance as it is a comprehensive reflection of the work I performed during my internship at Prestige Education. It gives an overview of the responsibilities I handled, the skills I developed, the knowledge I applied from my academic background, and how my contribution supported the company's ongoing goals.

By documenting my experience, I aim to bridge the gap between theoretical knowledge and practical implementation, especially in the field of marketing and content creation. It also highlights how an intern like myself can add value to a company, even while working remotely. This report not only showcases the progress I made during the internship but also evaluates how real-world tasks align with classroom learning. It serves as proof of how co-op studies prepare students like me to take on professional roles in the future.

5.2 Why I Am Interested in Writing This Report Topic (CO-OP STUDY)

I am particularly interested in writing this co-op report because it gives me a chance to reflect on my journey, understand my growth, and clearly map out how the work I did relates to what I've learned in college. This report is a way for me to connect my interests in marketing, content creation, and visual storytelling with actual outcomes in a professional setting.

Working at Prestige Education gave me the opportunity to apply creativity with strategy, which is something I'm very passionate about. By writing this report, I want to not only present what I've done, but also share how the experience shaped me both personally and professionally. It's

meaningful because it marks a transition point in my academic journey — where what I studied in class came alive in a real workplace.



Chapter 2 Co-op study activities

1. Job Descriptions

During my internship at Prestige Education (Thailand) Co., Ltd., I worked as a content creator under the marketing department. My role mainly focused on creating and managing digital content for social media platforms like Instagram and TikTok. I was responsible for designing posts, carousels, and reels using Canva, with the goal of promoting study opportunities in Thailand for international students, especially from Nepal. I regularly planned and updated the content calendar, tracked engagement performance, and helped build interaction through stories using polls, quizzes, and Q&A features. Since the internship was remote, I coordinated with the Thai team through Zoom and WhatsApp to get feedback and align content ideas. I also handled messages from interested students, particularly answering queries about scholarships and university options. This role helped me improve my creativity, communication, and time management skills while giving me hands-on experience in education-based social media marketing.

2. Job Responsibilities and Work Duties

As a **Content Creator Intern**, I was responsible for a range of tasks that directly supported the company's online presence and marketing efforts. My day-to-day duties included planning and brainstorming content ideas for platforms such as Instagram, TikTok, and Facebook. I designed visually appealing posts, carousels, stories, and reels using Canva, ensuring that all visuals aligned with the company's branding. I also wrote clear and engaging captions that matched the tone and message of each campaign. To increase audience interaction, I created interactive story content such as polls, quizzes, and Q&A sessions.

I worked closely with the COO and other team members to receive feedback and finalize content before publishing. Additionally, I regularly analyzed the performance of our posts by tracking likes, reach, shares, and overall engagement, using those insights to improve future content. One of my key responsibilities was to ensure that at least three pieces of content were planned, designed, and scheduled daily. These responsibilities not only kept the company's digital platforms active and engaging but also helped me build a structured work routine, improve my creative workflow, and understand how consistent content marketing contributes to audience growth and brand awareness.

3. Activities in Coordinating with Co-Workers

Although I was working remotely from Nepal, our team had a very smooth and collaborative workflow. We used Microsoft Teams for daily communication and OneDrive/Google Drive to share and store content.

Every week, we had check-in meetings to discuss what content worked well and what could be improved. I regularly coordinated with Rahul, who reviewed my content drafts and scheduled the posts, and I also received guidance from Blgis (the CEO), who gave feedback and suggestions on creative direction.

Whenever I needed clarity or ideas, I was encouraged to ask questions, suggest new formats, or share creative ideas. This kind of open and supportive environment helped me stay motivated and connected with the team, even while working remotely.

4. Job Process Diagram – Content Creation Workflow

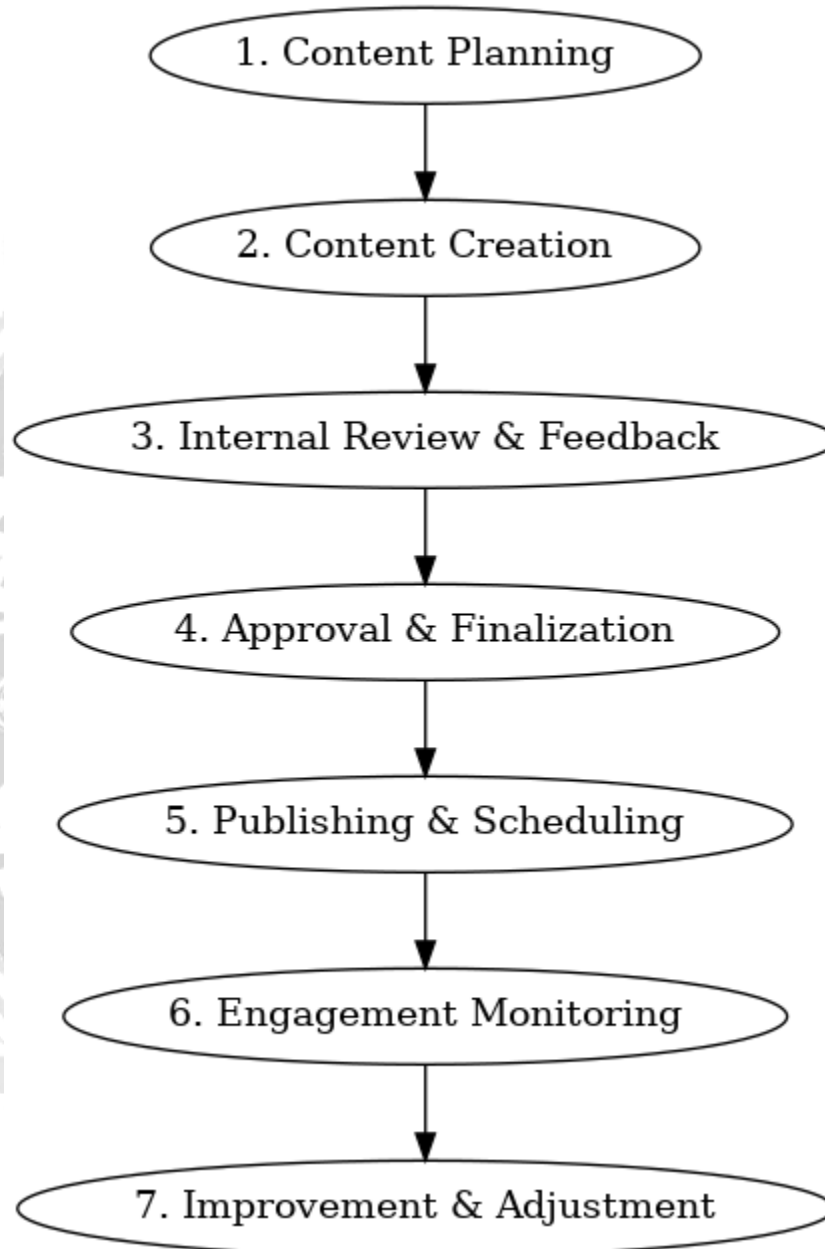


Figure 3: Job Process Diagram – Content Creation Workflow

During my internship at Prestige Education, my work followed a very organized process, especially because I was working remotely and had to coordinate with the team in Thailand.

Here's how I usually worked on my tasks from start to finish:

1. Content Planning

Every week, we had a check-in to decide on the main themes or focus areas — like scholarships, studying in Thailand, life as a student, or comparison posts between Nepal and Thailand. Based on these themes, I would come up with ideas for posts, reels, and stories. I always tried to keep the student audience in mind, thinking about what kind of content would actually interest or help them.

2. Content Creation

Once the ideas were ready, I started designing them using Canva. Since I was in Nepal and couldn't shoot videos, I used stock footage and images to create meaningful and aesthetic posts. I also worked on captions, making sure they were engaging, clear, and fit the tone of Prestige's brand. This part was my favorite, as I got to be creative and experiment with different types of posts.

3. Internal Review & Feedback

After designing the content, I uploaded it to our shared OneDrive or Google Drive.

Rahul, our COO, reviewed everything. Sometimes, I also received feedback from Blgis,

the CEO, especially for reels or specific campaigns. Their suggestions really helped me improve. If any changes were needed, I made those and re-uploaded the files.

4. Approval & Finalization

Once the content was approved, I marked it as final and ready to post. We followed a clear schedule, so everything was organized and we never missed a posting day. I double-checked everything – the captions, visuals, size formats – to make sure it was ready for publishing.

5. Publishing & Scheduling

Rahul was in charge of publishing the posts. I coordinated with him to make sure everything went live on time – usually three posts per day. This included regular posts, reels, and stories. We made sure the timing of posts matched when our audience was most active.

6. Monitoring Engagement

After the posts went live, I kept an eye on how they were performing – likes, shares, comments, reach, etc. I also looked at how people interacted with our polls or question boxes. This part was important because it showed what type of content students enjoyed the most.

7. Improvement & Adjustment

We often discussed post performance in our weekly meetings. Based on that, I suggested

new ideas or made small changes in the way I designed or wrote captions. It was a continuous learning process, and I liked that the team encouraged me to try new things and improve.

This step-by-step process helped me stay consistent and made my remote work feel structured.

Even though I was working from a different country, I still felt connected with the team and clear about my responsibilities every day.

5. Contributions as a Co-Op Student in the Company:

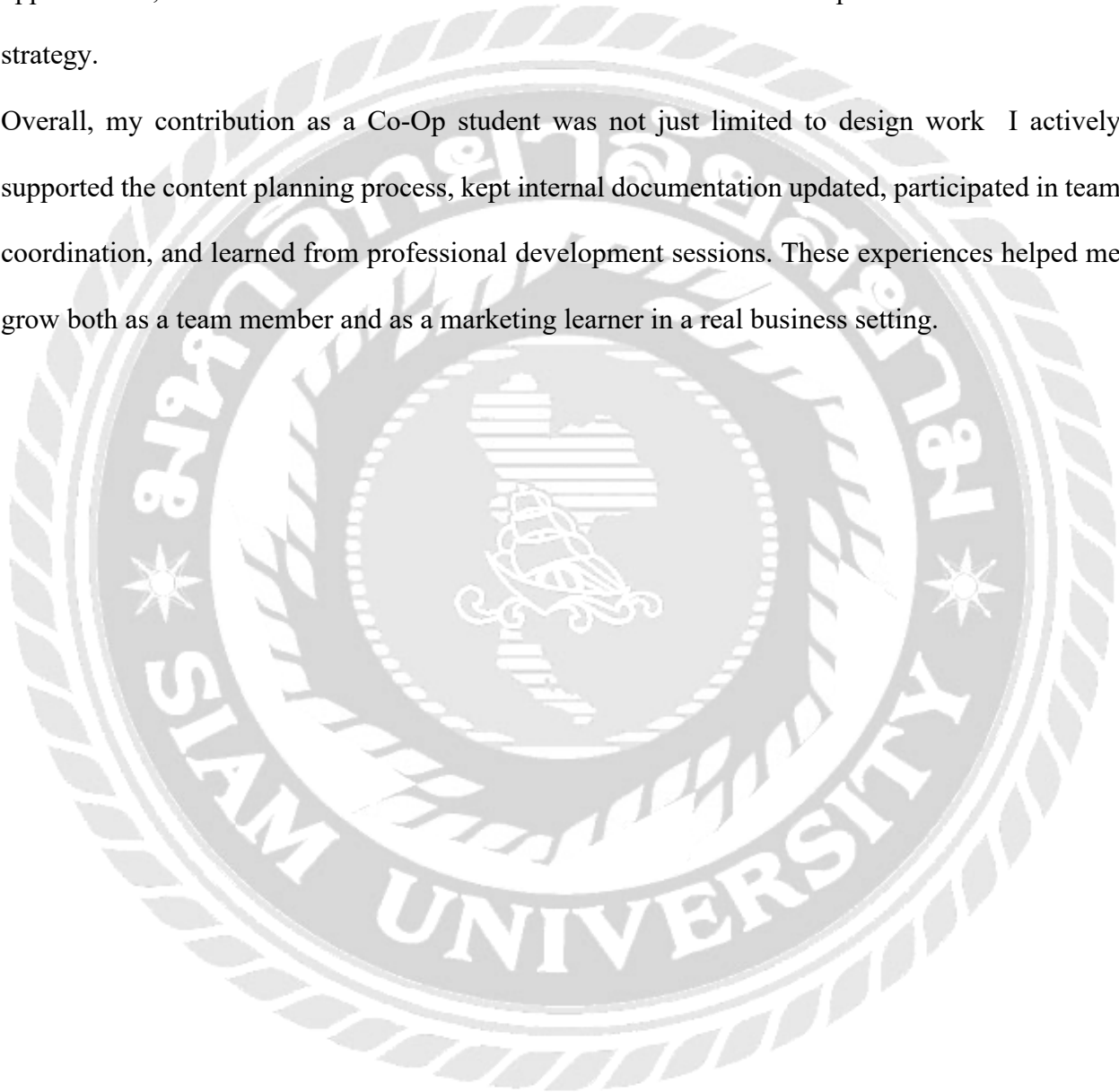
As a Co-Op student at Prestige Education (Thailand) Co. Ltd., I was involved in multiple areas beyond my main role as a content creator. While my primary responsibility was to design and develop social media content, my contributions extended to coordination, communication, and content planning tasks that supported the company's broader marketing efforts.

We regularly had team meetings where I was given updates and guidelines for content direction. Based on these discussions, I was responsible for finding and organizing content ideas, listing them in Google Sheets, and keeping the content tracking sheets updated. This helped the team stay organized and ensured that our posting schedule remained consistent and aligned with company objectives.

I also collaborated closely with my fellow interns, especially when it came to coordinating posting times, content categories, and maintaining brand consistency. Since we were all working remotely, teamwork and communication were key. We divided our tasks, shared ideas, and supported each other in meeting deadlines and delivering engaging content.

In addition to my daily tasks, I took part in online training sessions and virtual meetings with partner universities, which gave me a better understanding of how the company builds its educational network. These sessions helped me learn about different programs, scholarship opportunities, and institutional collaborations all of which I later incorporated into our content strategy.

Overall, my contribution as a Co-Op student was not just limited to design work. I actively supported the content planning process, kept internal documentation updated, participated in team coordination, and learned from professional development sessions. These experiences helped me grow both as a team member and as a marketing learner in a real business setting.



Chapter 3 Learning Process

1. Problems/Issues of the Company

While Prestige Education (Thailand) Co. Ltd. is a growing and student-centered consultancy, like any developing business, it also faces some challenges.

- **Limited In-House Content Resources:** Since the company handles student recruitment across different countries, including Thailand and Nepal, there is often a need for diverse and localized content. However, due to limitations, it was not always possible to produce original photo and video content regularly. Interns, including myself, had to rely on stock footage or existing media, which sometimes made it difficult to reflect real-time updates or showcase student life authentically.
- **Remote Communication Barriers:** As I was working remotely from Nepal, communication, though consistent, sometimes had delays due to time differences or internet issues. While we used platforms like Microsoft Teams and shared drives effectively, there were occasional challenges in terms of quick feedback or last-minute approvals.
- **Inconsistent Brand Identity Across Platforms:**
Since multiple people, including interns, worked on creating and posting content, there were times when the visual style, brand color, text fonts, or messaging varied from one post to another. This sometimes affected the brand consistency.
- **Limited Performance Analytics & Reporting:** Although we monitored likes, reach, and engagement manually, there was no formal reporting system to analyze what types of content performed best over time.

- **Lack of Student Testimonials and Real Stories:** Real student experiences are powerful for marketing, but during my internship, being a startup company, we had limited access to fresh testimonials or videos from students who had already studied through Prestige.
- **Limited Market Research & Trend Tracking:** Most of the content decisions were based on team discussions and general trends, but there wasn't a clear research system for what students in Nepal or Thailand were currently engaging with online. Conducting regular surveys, polls, or market research could help the company create more targeted and effective campaigns.

2. How to Solve the Problems

To address the key challenges I observed during my internship at Prestige Education, the following practical and strategic solutions can be implemented. These recommendations are based on real experiences during my co-op study, supported by relevant marketing theories and concepts learned in class:

1. Introduce a Content Calendar Tool

One of the recurring challenges was the manual tracking of posts and ideas through spreadsheets. To solve this, the company can adopt tools like Notion, Trello, or Later for structured content planning. These tools support the principle of Integrated Marketing Communications (IMC) ensuring that messaging across platforms remains clear, coordinated, and consistent. By organizing posts visually and assigning tasks more efficiently, the team can maintain regular posting and reduce communication gaps.

2. Develop a Brand Style Guide

Occasional inconsistencies in visual design and tone of voice could be improved by creating a simple, accessible brand style guide. This would define core elements such as fonts, colors, logos, and writing tone. Using branding theory particularly Keller's Brand Equity Model, we know that consistency strengthens brand recognition and loyalty. A unified look and feel helps build trust with students and reinforces Prestige's identity across all touchpoints.

3. Establish a System for Gathering Student Testimonials

Word-of-mouth and peer experiences play a crucial role in decision-making, especially for students. Prestige can actively request testimonials or short clips from current or past students to use in its marketing. This approach aligns with social proof theory in consumer behavior, which suggests that people are influenced by the experiences of others when making decisions. Regularly collecting real stories will make the brand more relatable and trustworthy.

4. Implement Routine Performance Reporting

Currently, engagement is observed informally, but there's an opportunity to take a more analytical approach by preparing weekly or monthly performance reports. Applying the Marketing Control Process which includes setting performance standards, measuring actual results, and taking corrective action can help Prestige track what works, optimize content, and make data-driven decisions. Understanding which formats (reels, carousels, story polls) perform best will support better content planning.

3. Recommendations to the Company

Based on my experience, I would recommend the following to help Prestige Education improve its operations and scale smoothly:

1. Invest in Simple Digital Tools for better task tracking, scheduling, and workflow clarity.
2. Expand the team gradually to reduce multitasking and improve focus on key areas like content, student handling, and university communication.
3. Continue giving interns real responsibilities, but pair them with training and clear structures to guide their work.
4. Build a database of past campaigns and successful content examples to train future interns and reduce the learning curve.
5. Explore new platforms, like LinkedIn or YouTube Shorts, to expand digital presence beyond Instagram and TikTok.
6. Consider cross-promoting with student influencers or ambassadors to reach more students through personal and authentic voices.

4. What I Have Learned During the Co-Op Studies

This internship taught me more than I expected. I learned how digital content actually impacts student decisions and how a company builds trust online. I understood how important consistency, teamwork, and time management are in a remote work setting.

I also learned how to give and receive feedback professionally, meet deadlines, and stay organized in a flexible work environment. Through my work, I saw how strategy and creativity go hand-in-hand and content isn't just about looking good, it has to serve a purpose.

5. How I Applied the Knowledge from Coursework to the Real Working Situation

Many things I learned in class like marketing principles, content strategy, consumer behavior, and branding came into use during this internship. I understood how to shape messages for a target audience, how important visual consistency is for brand identity, and how social media can directly influence engagement and conversion.

6. Special Skills and New Knowledge I Have Learned from This Co-Op Studies

Some of the most valuable skills I developed during this internship include:

1. **Social Media Management:** I learned how to handle regular posting schedules, create engaging captions, and track post performance.
2. **Content Creation Tools:** I became highly confident in using Canva for design and organizing shared content through Google Drive and OneDrive.
3. **Remote Collaboration:** I learned how to work with a team across borders, coordinate tasks virtually, and stay accountable.
4. **Creative Thinking Under Limitations:** I couldn't shoot original videos, so I found ways to create content using stock footage, animations, and visual storytelling — without compromising quality.
5. **Professional Communication:** I learned how to present ideas, share updates, and work within a structured content approval process.

Chapter 4 Conclusion

1. Summary of Highlights of My Co-Op Studies at Prestige

Education

My co-op internship at Prestige Education (Thailand) Co. Ltd. was a highly enriching experience, where I got to apply my marketing knowledge in a real working environment. One of the major highlights was working as a Content Creator, where I was involved in planning, designing, and posting digital content on platforms like Instagram, Facebook, and TikTok. I contributed to promoting educational opportunities in Thailand and Nepal, with a strong focus on engaging students through creative and informative posts.

Another key highlight was collaborating with a diverse team remotely, which taught me how to manage tasks independently while maintaining smooth communication. I was also part of weekly planning meetings, helped maintain content sheets, and coordinated with other interns to keep the posting schedule on track.

In addition, I had the opportunity to attend online training sessions and virtual meetings with partner universities, which gave me valuable insight into how international student recruitment works. I learned about different study programs, scholarships, and how the company maintains strong relationships with institutions.

Overall, this co-op study allowed me to explore my creative side, understand real marketing practices, and grow professionally by contributing to meaningful work that directly impacted students.

2. Evaluation of the Work Experience (Self-Assessment)

Throughout my internship at Prestige Education, I gave my full effort and remained committed to completing my responsibilities with honesty and consistency. Since I was working remotely from Nepal, I had to manage my own schedule and tasks independently, which helped me become more self-disciplined. I communicated regularly with my supervisor and teammates and made sure that I met deadlines. I always took initiative when it came to coming up with content ideas, and I welcomed feedback so I could improve.

Working with a small but active team gave me the chance to collaborate and understand the importance of proper internal communication. Even though I was not in the same country as the rest of the team, I still felt involved and connected. I learned how to manage tasks, adjust to the company's work style, and take ownership of the work I was doing. Overall, I believe I made a positive contribution and learned a lot through the experience.

3. Limitations of My Co-Op Studies

While I gained a lot from this internship, there were some limitations that I experienced along the way. Since I was based in Nepal and the company was operating from Thailand, I couldn't take part in in-person meetings, on-site activities, or local content creation tasks. I had to rely on stock footage and online resources, which limited the originality of some of my work.

Because of the time difference and working remotely, it sometimes took longer to receive feedback or approval. There were also times when communication gaps occurred, and I had to wait before proceeding with certain tasks. My work was mainly focused on marketing and content creation, so

I didn't get much exposure to other areas of the company like student counseling or operations, which I feel could have given me a broader understanding of how everything works together.

Despite these limitations, I made the best out of the experience. I stayed proactive, joined team meetings, followed up regularly, and completed my tasks on time. I'm proud of the work I was able to do and how I handled the challenges that came with working remotely.

4. Recommendations for the Company

Based on my experience, I would recommend the following:

1. The company should introduce more structured content planning and task management tools.
2. They should develop a content branding guide for visual and writing consistency.
3. They can continue encouraging interns to share ideas and take responsibility, as it's a great learning opportunity.
4. The company can consider assigning dedicated support roles for feedback and scheduling to improve workflow.
5. Last but not the least, they can expand efforts in collecting student testimonials and real-life content to boost authenticity in digital campaigns.

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Appendix

Annex 1

Internship Company: Prestige Education (Thailand) Co., Ltd.

Department: Content Creation

Intern: Samragyee Rijal

Duration: 16 weeks

Starting Date: 15th February 2025

Ending Date: 6th June 2025

Week 1:

15/2/2025	16/2/2025	17/2/2025	18/2/2025	19/2/2025
Orientation session (virtual), company overview, role briefing	Created new social media pages.	Researched Thai education system and student behavior on social media.	Reviewed existing social media accounts and content strategy	Attended introductory meeting with marketing team

Week 2:

20/2/2025	21/2/2025	24/2/2025	25/2/2025	26/2/2025
Research competitors and trending educational content	Created and posted interactive Instagram story polls related to study abroad interest.	Analyzed IG poll performance and identified peak engagement times.	Began building basic content tracker to organize weekly post schedules.	Posted daily Instagram stories with question boxes and audience prompts.

Week 3:

27/2/2025	28/2/2025	3/3/2025	4/3/2025	5/3/2025
Internal content review meeting (Zoom) Drafted caption ideas and hashtags for the March content plan.	Edited and published 3 social media posts	Finalized March content calendar and began preparing visuals for "Why Thailand?" theme.	Scheduled 3 posts on Instagram (carousel, Reel, story)	Created Reels on "Thailand Study Checklist"

Week 4:

6/3/2025	7/3/2025	10/3/2025	11/3/2025	12/3/2025
Designed post on "How to Apply for Scholarship"	Attended virtual brainstorming with Thai team	Started TikTok content series: "Reasons to Choose Prestige"	Posted polls and quizzes on Instagram stories.	Created engagement-focused story flow: "Where do you want to study?"

Week 5:

13/3/2025	14/3/2025	17/3/2025	18/3/2025	19/2/2025
Reviewed audience responses and noted common questions for future posts.	Created interactive Instagram stories to address top 3 student doubts.	Created Excel sheet to track content type, posting time, and engagement.	Planned April's content calendar based on story poll results and IG reach.	Posted TikTok using text-based format on low GPA concerns — tied to scholarship interest.

Week 6:

20/3/2025	21/3/2025	24/3/2025	25/3/2025	26/3/2025
Compiled March insights (reach, saves, shares) to prepare a content performance summary.	Identified top-performing posts of March and extracted design patterns for reuse.	Continued content series on scholarships	Filmed and edited “This is how we do – It’s no big deal” Reels	Posted TikTok on “Low GPA? No Problem”

Week 7:

27/3//2025	28/3/2025	31/3/2025	1/4//2025	2/4/2025
Weekly planning started. Scheduled daily IG stories, alternating between FAQs, Thai fun facts, and student doubts.	Collected common questions for content ideas.	Created content for “Ask Us Anything About Studying in Thailand”	Attended sync call with Thai team on performance review	Designed educational graphics: “Thai universities with English-taught programs”

Week 8:

3/4/2025	4/4/2025	7/4/2025	8/4/2025	9/4/2025
Posted scholarship breakdown	Initiated the \$3000 Scholarship Campaign for Nepali Students	Created poll Thailand vs other countries – Poll	Coordinated with the design team for visual assets	<p>Attended internal meeting on upcoming webinar promotions</p> <p>Drafted captions and hashtags for posts</p>

Week 9:

10/4/2025	11/4/2025	14/4/2025	15/4/2025	16/4/2025
<p>Posted daily content and monitored engagement metrics</p> <p>Responded to follower comments and messages</p>	Edited and scheduled short video clips for Instagram Reels and Stories	Prepared content for blog posts related to education consultancy	Reviewed analytics report and discussed performance improvements	Created Canva story templates and saved them in shared drive.

Week 10:

17/4/2025	18/4/2025	21/4/2025	22/4/2025	23/4/2025
Collected student questions from IG and organized into Q&A topics.	Collected results and feedback. Identified the most-clicked story types and time slots.	Responded to DM inquiries about scholarships and application deadlines	Shared reminders for early May webinars via IG and Facebook Stories	Scheduled May content drafts based on past engagement metrics

Week 11:

24/4/2025	25/4/2025	28/4/2025	29/4/2025	30/4/2025
Continued organizing Q&A content	Organized May story templates in Canva	Meeting with partner institute Global Academy (GA) to learn more about their institution.	Meeting with Canadian University	Meeting with the team about the learning from partnered universities.

Week 12:

1/5/2025	2/5/2025	5/5/2025	6/5/2025	7/5/2025
Reviewed SWOT analysis with the team	Reviewed and reported on best-performing content	Post University Seminar session with K'Orawan from Global academy	Meeting with the California State University, USA	Meeting with the team about the CSU.

Week 13:

8/5/2025	9/5/2025	12/5/2025	13/5/2025	14/5/2025
Responded to occasional DMs and comments	No major content development	Minor updates to Canva post drafts for May (not finalized)	Coordinated lightly with the team to plan final deliverables for May	Updated log sheet and engagement tracker with past data

Week 14:

15/5/2025	16/5/2025	19/5/2025	20/5/2025	21/5/2025
Drafted a basic outline for May content (to be reviewed)	Re-shared a top-performing story from April to maintain engagement	Reviewed comments under April TikTok content	Created poll story for instagram to create engagement	Worked on the report with the team

Annex 2

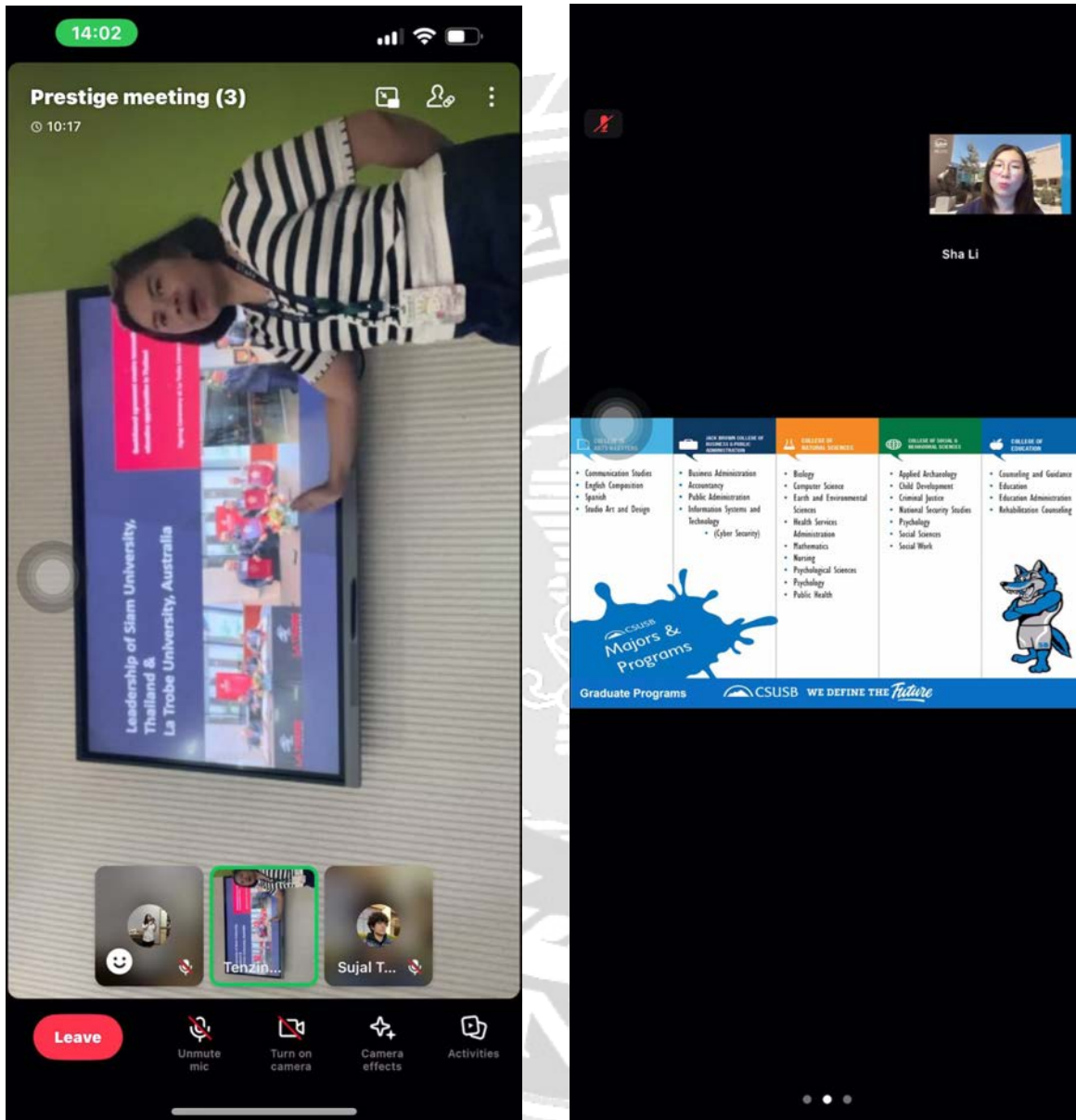


Figure 4: Prestige Online Meeting

Annex 3

Prestige team task

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Content

Tr	Content	Type	Owner	Status	Post date	Link	Tr Details
2	Your Study Abroad Journey in 5 Simple Step	FB Post	Prestige Educa...	Published	3/5/2025	https://web.facebook.com/pht	Details
3	Where can you apply to from Prestige Educatio	IG Reels	Samragyee Rijal	Published	m/d/yyyy	https://drive.google.com/file/d	Details
4	Reasons to Choose Prestige	IG Reels	Samragyee Rijal	New	m/d/yyyy		Details
5	It's no big deal (Problems of the students)	IG Reels	Samragyee Rijal	Published	m/d/yyyy	https://drive.google.com/file/d	Details
6	APT Version Prestige	IG Reels	Samragyee Rijal	Published	m/d/yyyy	https://drive.google.com/file/d	Details
7	Study abroad (nepal)	IG Reels	Samragyee Rijal	New	m/d/yyyy		Details
8	Company Intro	IG Reels	Samragyee Rijal	New	m/d/yyyy		Details
9	Company Service	IG Reels	Samragyee Rijal	New	m/d/yyyy		Details
10	Common study abroad worries	IG Reels	Samragyee Rijal	Published	m/d/yyyy	https://drive.google.com/file/d	Details
11	Call to action	IG Reels	Samragyee Rijal	Published	m/d/yyyy	https://drive.google.com/file/d	Details
12	Social media presence	IG Reels	Samragyee Rijal	Published	m/d/yyyy	https://drive.google.com/file/d	Details
13	Scholarship nepali student	IG Reels	Samragyee Rijal	Under review	m/d/yyyy	https://drive.google.com/file/d	Details

Figure 5: Prestige Team Task Excel sheet

